

Room 1005 S/S19

As the name suggests I want all the gifs to be coming into room, in a doorway, or revolve around a space

What is it?

Lifestyle Magazine

I. to designate the tastes, attitudes, possessions or ways of behaving of any social group which distinguish it from any other social groups

A. My social group is Gen Z women

B. It is distinguished by using activities young women do, products they use, and the actual models.

1. Activities

- a) Delivery or coming to you
- b) Mukbang
- c) Multi-Task
- d) Social media/being on phone

(1) Project catered for instagram

2. Products

- a) Individual personalities?
- b) Skinny sunglasses
- c) Ankle boots

3. Models

- a) Lauren?
- b) Liv?
- c) Jill?

4. Aesthetics

- a) Individuality
- b) millennial pink
- c) Minimalist
- d) holographic

Mood

- I. Chilled out and just having a good time
 - A. What they wanted the fyre fest to be
 - II. Also better than you
 - A. You plus +50%
- How it that achieved
- I. “expensive habits”
 - II. Exclusivity
 - III. The best in...
 - IV. Beautiful people doing beautiful things

Tone

- I. Boss Ass Bitch
- How is that achieved?
- I. Good craftsmanship
- Setting
- I. As the name shoot everything in my dorm room.
 - A. Gen Z gets out less and are more money conscious
 - B. Sell the good times happen at home

Room 1005 Promo

Videos Breakdown

Concept 1 - Come to the Room

I. Come to the room

- A. Girl going out - and to the room
 - 1. Off the elevator
 - 2. Down the hallway
 - 3. In a doorframe
- B. Emphasis on light and color
- C. Showing fashion and beauty
- D. Use hot pink light with metallic boots, glitter eyeshadow
- E. High fashion high glamor
- F. ADD SCENE LOOKING OUT THE VIEWING HOLE IN DOOR

Concept 2 - Welcome to the Room

I. Welcome to the room

- A. Fringe curtain doorway
 - 1. Hands going in and out
- B. End with mystery of going in
- C. Emphasis on glitter and party

Concept 3 - This is the Room.

I. This is the room (snapshots)

- A. Use disposable camera to shoot just hanging out in the dorm room
 - 1. Give the camera to everyone and capture to capture the having the time of your lives even from the dorm room
 - 2. Photos don't necessarily have to be pretty just show a good and fun life
 - 3. Capture life fo lifestyle magazine